

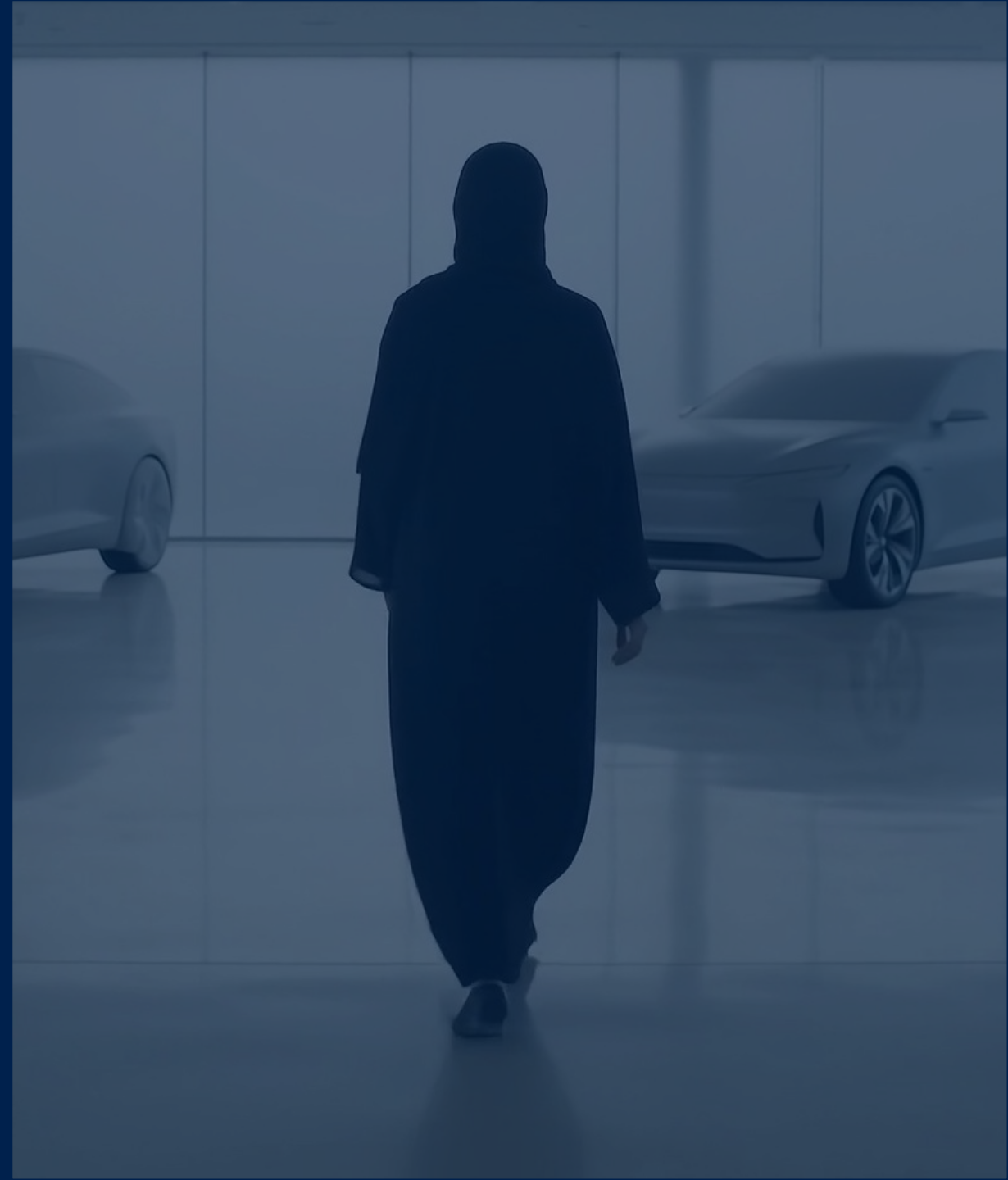


AI for the physical world.

CAR SHOWROOMS

Every buyer's journey, from tap to keys.

At a car showroom, every buyer's journey starts with one tap, long before the door.

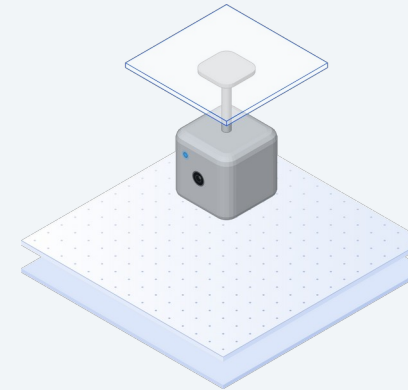


WHAT THIS IS

Pulses.ai is a UAE-born Physical Intelligence company.

Pulses.ai builds Physical Intelligence for enterprises and government: edge-AI Vision Devices,  designed and made in the UAE, that turn physical spaces — venues, stations, showrooms, service centers — into live, actionable insight. All processing happens on the device; only anonymous metadata leaves. See. Understand. Act.

For car dealers: campaigns judged by clicks, not sales.



SEE

Pulses Vision at the showroom entrance

UNDERSTAND

Each visit matched to its campaign

ACT

AI Operators reply, book, follow up

THE PROBLEM

A campaign shows the click.

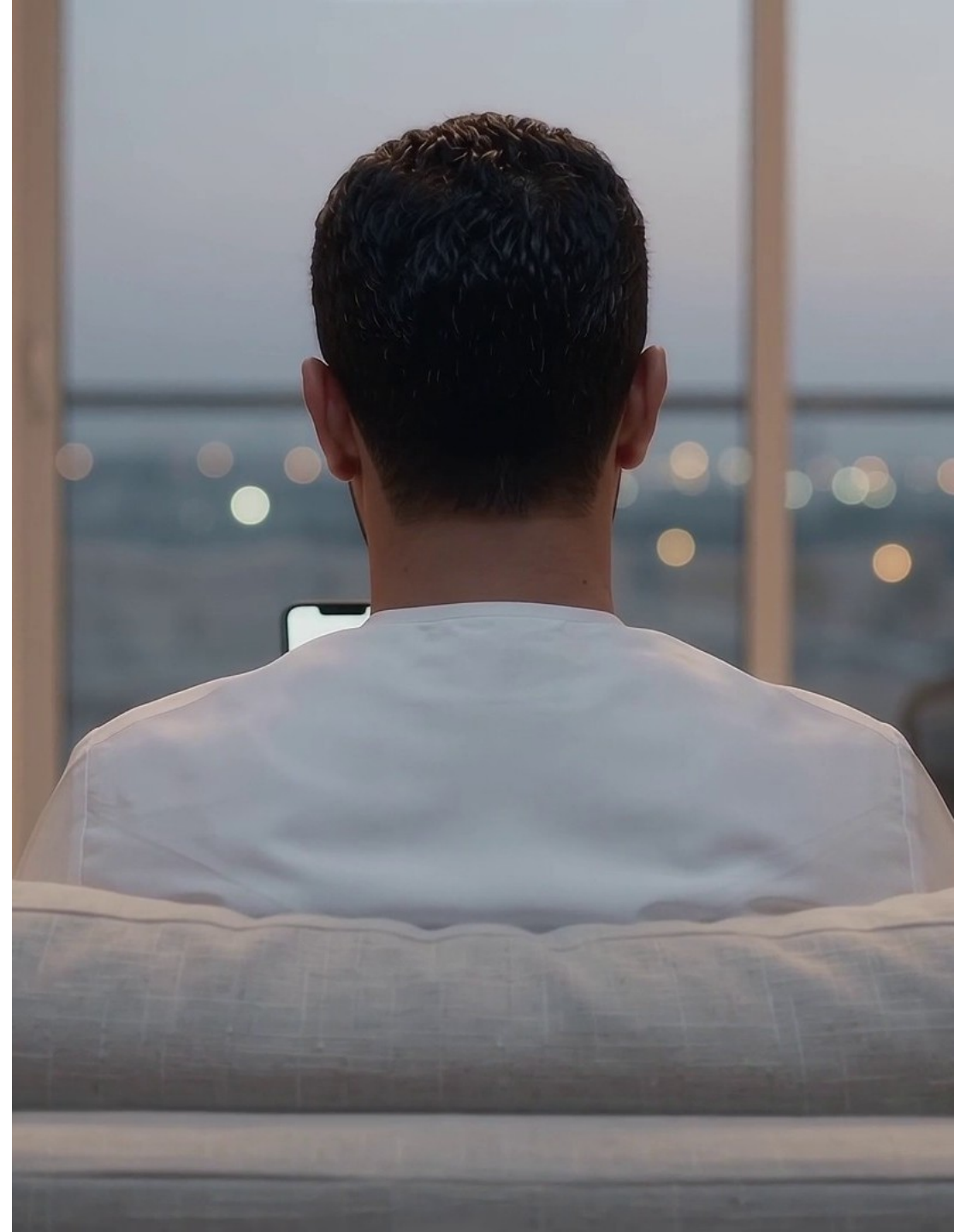
Not the visit, the test drive or the sale it brought. The sale sits in the sales system; the visit sits nowhere.

The visit no one links back.

A buyer taps an ad, then walks in. Nothing ties that visit to the campaign.

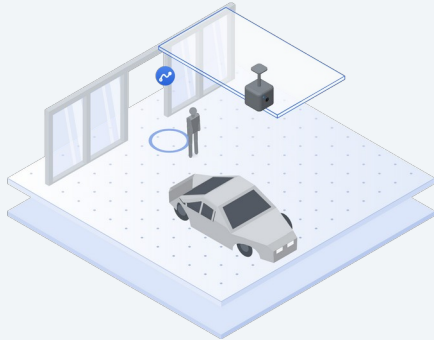
More questions than hands.

Website, phone, WhatsApp, email: questions arrive faster than the floor can reply.



HOW IT WORKS

A real visitor-by-visitor journey.



01

Welcomed at the door

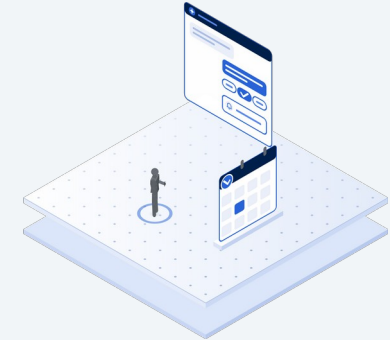
A Pulses Vision device at the showroom entrance sees each arrival. A buyer who opted in is welcomed by name; everyone else stays anonymous.



02

Each visit matched to its campaign

The campaign code in the buyer's first WhatsApp message, or the pass scanned at reception, matches the visit to its campaign.



03

AI Operators reply first

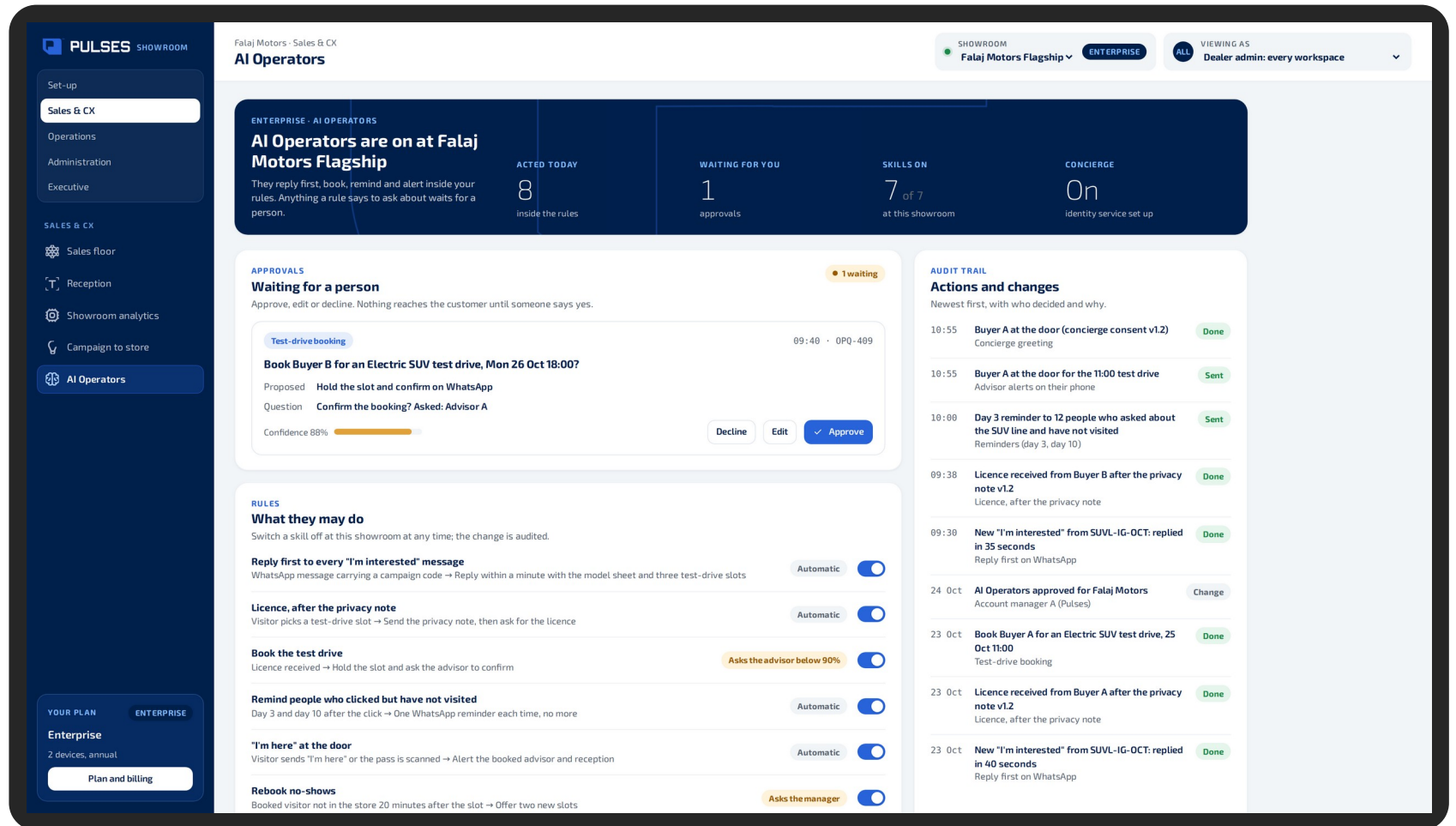
They send the model sheet, book the test drive and remind people who asked but never came, inside your rules.

PULSES OS

AI Operators

The reply comes first.

- One tap opens WhatsApp with a campaign code
- An AI Operator replies and books the test drive
- A reminder for people who asked but never came
- Anything a rule flags waits for a person



The screenshot displays the PULSES AI Operators interface for Falaj Motors - Sales & CX. The interface is divided into several sections:

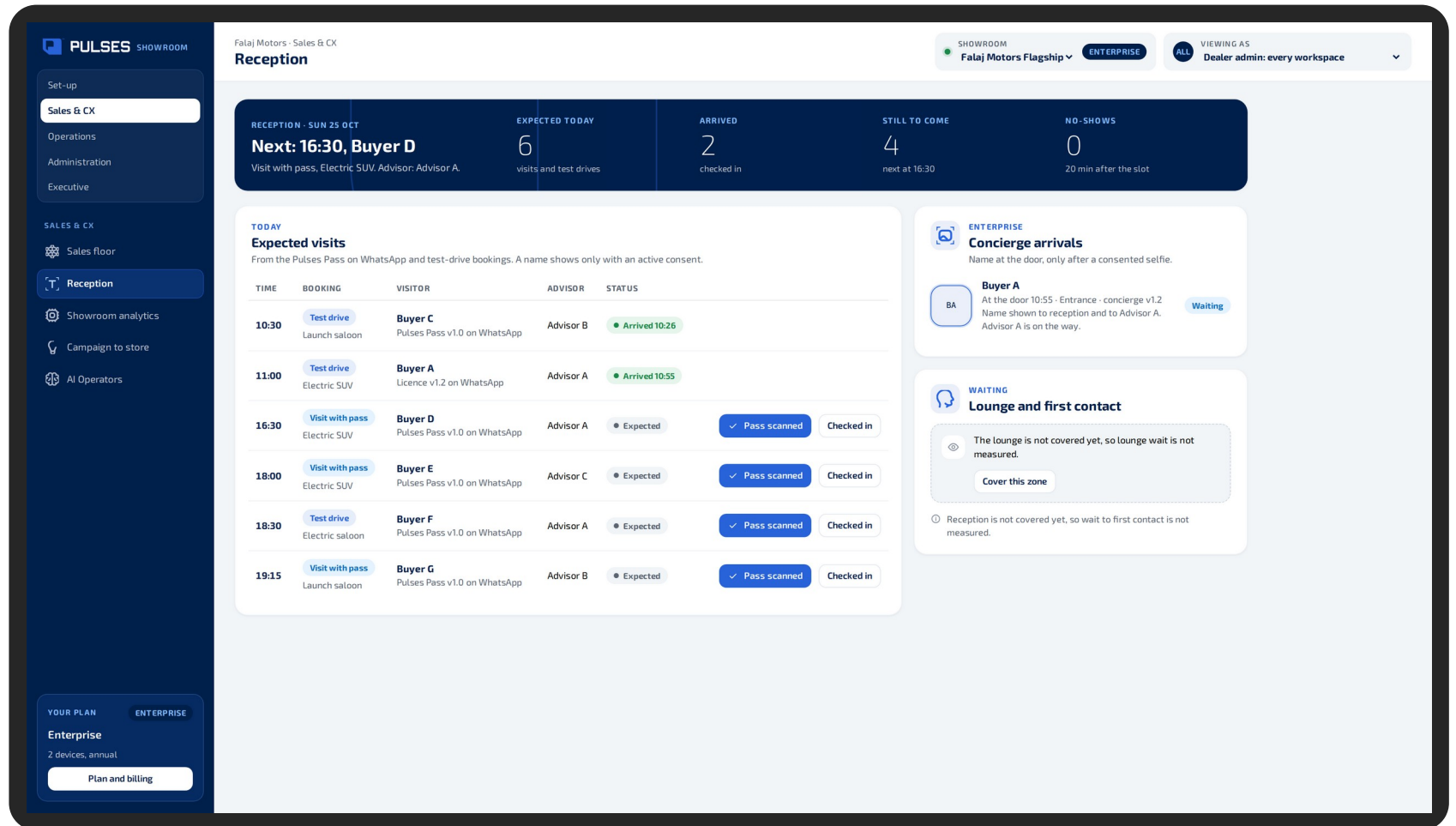
- Top Bar:** Includes the PULSES SHOWROOM logo, the current showroom (Falaj Motors Flagship), and the user's role (Dealer admin: every workspace).
- Dashboard Metrics:**
 - AI Operators are on at Falaj Motors Flagship:** A summary card showing 8 operators inside the rules, 1 waiting for you (approvals), 7 skills on at this showroom, and 0 concierge identity service set up.
- APPROVALS:** A section titled "Waiting for a person" with a "1 waiting" indicator. It shows a proposed action: "Book Buyer B for an Electric SUV test drive, Mon 26 Oct 18:00?". The confidence is 88%. Buttons for "Decline", "Edit", and "Approve" are visible.
- RULES:** A section titled "What they may do" with several rules and their status:
 - Reply first to every 'I'm interested' message:** Automatic (On).
 - Licence, after the privacy note:** Automatic (On).
 - Book the test drive:** Asks the advisor below 90% (On).
 - Remind people who clicked but have not visited:** Automatic (On).
 - 'I'm here' at the door:** Automatic (On).
 - Rebook no-shows:** Asks the manager (On).
- AUDIT TRAIL:** A section titled "Actions and changes" showing a list of recent actions and their status:
 - 10:55 Buyer A at the door (concierge consent v1.2) - Done
 - 10:55 Buyer A at the door for the 11:00 test drive - Sent
 - 10:00 Day 3 reminder to 12 people who asked about the SUV line and have not visited - Sent
 - 09:38 Licence received from Buyer B after the privacy note v1.2 - Done
 - 09:30 New "I'm interested" from SUV-L-IG-OCT: replied in 35 seconds - Done
 - 24 Oct AI Operators approved for Falaj Motors - Change
 - 23 Oct Book Buyer A for an Electric SUV test drive, 25 Oct 11:00 - Done
 - 23 Oct Licence received from Buyer A after the privacy note v1.2 - Done
 - 23 Oct New "I'm interested" from SUV-L-IG-OCT: replied in 40 seconds - Done

PULSES OS

Reception

Expected, then welcomed.

- Expected visits from the campaigns and test-drive bookings
- A buyer who opted in is welcomed by name
- The advisor is alerted and on the way
- Everyone else stays anonymous



The screenshot displays the PULSES OS Reception interface for Falaj Motors - Sales & CX. The interface is divided into several sections:

- Top Bar:** Shows the dealership name "Falaj Motors - Sales & CX" and the location "SHOWROOM Falaj Motors Flagship". It also indicates the user is viewing as "Dealer admin: every workspace".
- Summary Cards:**
 - RECEPTION - SUN 25 OCT:** Next: 16:30, Buyer D. Visit with pass, Electric SUV. Advisor: Advisor A.
 - EXPECTED TODAY:** 6 visits and test drives.
 - ARRIVED:** 2 checked in.
 - STILL TO COME:** 4 next at 16:30.
 - NO-SHOWS:** 0 20 min after the slot.
- Expected visits:** A table listing upcoming visits from WhatsApp and test-drive bookings.

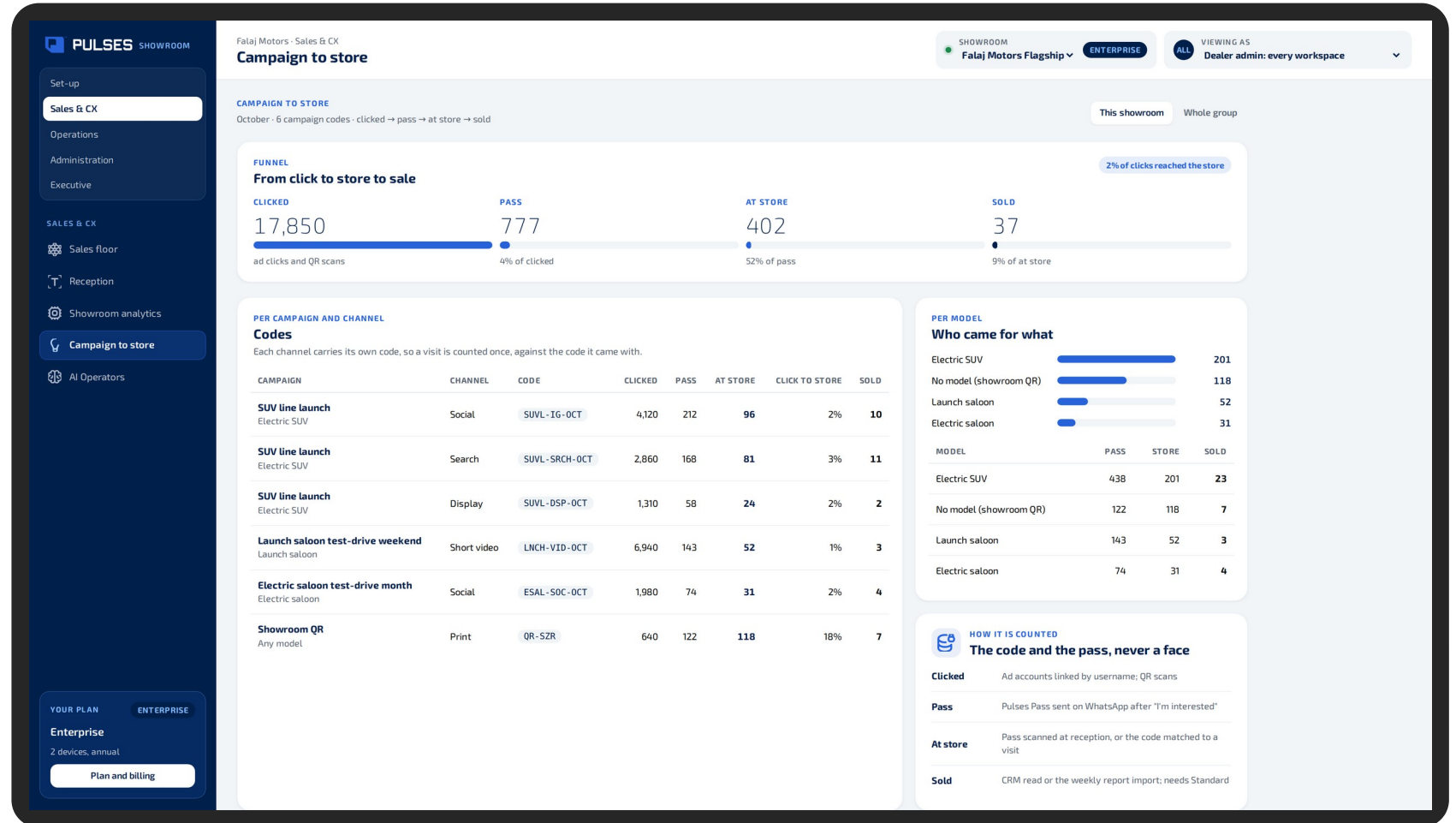
TIME	BOOKING	VISITOR	ADVISOR	STATUS
10:30	Test drive Launch saloon	Buyer C Pulses Pass v1.0 on WhatsApp	Advisor B	Arrived 10:26
11:00	Test drive Electric SUV	Buyer A Licence v1.2 on WhatsApp	Advisor A	Arrived 10:55
16:30	Visit with pass Electric SUV	Buyer D Pulses Pass v1.0 on WhatsApp	Advisor A	Expected
18:00	Visit with pass Electric SUV	Buyer E Pulses Pass v1.0 on WhatsApp	Advisor C	Expected
18:30	Test drive Electric saloon	Buyer F Pulses Pass v1.0 on WhatsApp	Advisor A	Expected
19:15	Visit with pass Launch saloon	Buyer G Pulses Pass v1.0 on WhatsApp	Advisor B	Expected
- Enterprise Concierge arrivals:** Shows a buyer named Buyer A arriving at 10:55. The status is "Waiting".
- Waiting Lounge and first contact:** A section for managing the lounge area. It includes a note: "The lounge is not covered yet, so lounge wait is not measured." and a button "Cover this zone".

PULSES OS

Campaign to store

The sale, linked back to the ad.

- Clicks, visits and sales for each campaign code
- Each visit matched to its campaign
- The sale linked back when the sales system is connected
- So the budget follows the sales



PRIVACY

Anonymous, until they say yes.

- Welcomed by name only after opting in, with a selfie and the privacy note.
- Every other visitor stays anonymous.
- Anonymous Unique FaceID: derived on the device, can't be turned back into a picture, no personal data.
- All processing happens on the device; only anonymous metadata leaves.

Insights, not images.



150 million+

journeys counted across Pulses deployments



Anonymous platform total

NEXT STEP

See one buyer's journey, from tap to keys.

Book a walkthrough — pulses.ai/demo

The full showcase, with the film:
pulses.ai/use-cases/campaign-to-store



Scan for the showcase

Built on

